

**REMARKS**

Claims 1-72 were pending and under examination. In the Office Action mailed June 22, 2010 the Office notes:

“This application contains claims directed to the following patentably distinct species: applicant must elect **a single disclosed species from each** of the information the program uses, the distance between the shooter and the target, how the information is displayed, the reticle being used, where the primary cross-hair intersect, and the plane that the variable power optics operate.” (Office Action of June 22, 2010, page 2.) (Emphasis in original.)

In the present Amendment and Response to the Office Action of June 22, 2010, Applicants have amended claim 1 to delete “one or more”, and to recite “each”. This, in part, moots the species election.

Applicants elect, without traverse, a distance between the target and shooter greater than 1000 yards. Applicants elect, without traverse, an image of a reticle on a display screen showing a position of the aiming point. Applicants elect, without traverse, a reticle that comprises: a) a plurality of primary cross-hairs separated by predetermined distances; b) a plurality of secondary cross-hairs at predetermined distances along said plurality of primary cross-hairs; and c) a plurality of lead markings indicating rate of movement of the target along at least one said cross-hair wherein said plurality of secondary cross-hairs comprises both vertical and horizontal cross-hairs. Applicants elect, without traverse, a reticle wherein the primary and vertical horizontal cross-hairs intersect above the optical center of the reticle. Applicants elect, without traverse, variable power optics that operate in the first focal plane.

Applicants note that because this is a species election, should the generic elements be found patentable, the remaining species will be examined.

**CONCLUSION**

Should the Examiner believe that a telephone interview would aid in the prosecution of this application, Applicants encourage the Examiner to call the undersigned collect at (608) 662-1277.

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/David A. Casimir/

David A. Casimir  
Registration No. 42,395  
Casimir Jones, S.C.  
2275 Deming Way  
Suite 310  
Middleton, WI 53562  
CASIMIR & JONES SC  
**(608) 662-1277**